COURSE DETAIL

E-BUSINESS IN CHINA
Country China
Host Institution Fudan University
Program(s) Shanghai Summer
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 108
UCEAP Course Suffix S
UCEAP Official Title E-BUSINESS IN CHINA
UCEAP Transcript Title E-BUSINESS IN CHINA
UCEAP Quarter Units 4.00
UCEAP Semester Units

2.70

Course Description
This course introduces the development situation, distinctive characteristics, and application status of e-business in China, to have a good command of e-Business fundamental knowledge, as well as to promote international exchanges and cultural communication. The course contents mainly include the following three parts: development and status of e-business in China; basic knowledge of e-business and case study; design of cross-border e-business solutions. Through the analysis of both China's domestic cases and cross-border e-business cases, this course explores the key points of e-business customer analysis and business model design under different cultural backgrounds.

Language(s) of Instruction
English

Host Institution Course Number
MANA170008

Host Institution Course Title
E-BUSINESS IN CHINA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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